

NR NAPLES REALTOR®

Member of the Florida Magazine Association.

The official publication of the Naples Area Board of REALTORS®



MEDIA PLANNER 2021

For Advertisers



Advertisers Reach CUSTOMERS

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WELCOME!

Naples REALTOR[®] magazine is a news and business magazine published to provide information to NABOR[®] members who are real estate professionals including brokers, salespersons, appraisers, property managers and affiliates in one of the fastest-growing markets in the nation.

Naples REALTOR[®] delivers articles encompassing technology trends, promo-

tional strategies, selling skills, motivational techniques and product reviews. Other key topics include the effects of legal and regulatory issues on Florida real estate professionals as well as information needed to enhance their professionalism. *Naples REALTOR*[®] plays a vital role between REALTORS[®] and groups allied to the profession by providing a forum in which to develop and apply new ideas.

Naples REALTOR[®] magazine reaches over 6,700 members of the Naples Area

Board of REALTORS[®]. As business entrepreneurs and independent contractors, REALTORS[®] are responsible for their own business—and each makes their own purchasing decisions. REALTORS[®] sell the vast majority of real estate purchased in Naples each year. Our readers are trusted professionals who interact with hundreds of thousands of buyers and sellers each year—and they are frequently asked to recommend products and professional services to their buyers and sellers.

FLORIDA MAGAZINE ASSOCIATION

Naples REALTOR[®], the official magazine of the Naples Area Board of REALTORS[®], published by Gulfshore Life Inc., won eight awards at the annual Florida Magazine Association Charlie Awards.

CHARLIE: Best Magazine
CHARLIE: Best Writing
CHARLIE: Best Photography
CHARLIE: Best Cover
SILVER: Best Overall Writing
SILVER: Best Writing Feature

SILVER: Best Writing Service Feature
BRONZE: Best Overall Design
BRONZE: Best Design Feature

2020
AWARDS

Charlie Awards, a prestigious competition that recognizes publishing excellence in magazines produced in Florida.

If you're interested in reaching the most successful REALTORS® in the industry, you've come to the right place.

IN EVERY ISSUE:

- ▶ INFORMATIVE ARTICLES
- ▶ TRENDS
- ▶ BEST PRACTICES
- ▶ MARKET STATISTICS
- ▶ LEGAL ISSUES
- ▶ LEGISLATIVE UPDATES
- ▶ EVENT PHOTOS, CALENDAR AND MORE

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ADVERTISING IN NAPLES REALTOR® HAS PROVEN TO BE A CORNERSTONE OF OUR MARKETING STRATEGY TO REACH OUR CUSTOMERS IN THE MOST EFFECTIVE WAY POSSIBLE. IF YOU WANT TO REACH REALTORS® IN NAPLES, YOU SHOULD HAVE NAPLES REALTOR® AS PART OF YOUR OVERALL PLAN.

— KATHY MILLER, THE RONTO GROUP

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TARGETED DISTRIBUTION OF 6,700+

Quarterly in January, April, July and October 2019

- + Mailed to more than **6,700** NABOR® REALTORS® and Allied and Affiliate members who are real estate professionals
- + On-site distribution at NABOR®
- + NABOR® events
- + High-visibility at **1,134** real estate offices



6,700+ MEMBERS STRONG

Distributed quarterly in print and the digital version available on www.nabor.com/news/naples-realtor-magazine/

2020 ADVERTISING RATES

Premium Positions & Ad Rates

Frequency	1x	4x
Back cover	NA	\$2,011
Inside covers	\$2,378	\$1,698
Pages 1 and 3	\$2,200	\$1,622
Center spread	\$3,124	\$2,331
4-page insert	\$4,620	\$3,780

Rates

Frequency	1x	4x
Spread	\$2,745	\$2,126
Full page	\$1,906	\$1,418
Half-page	\$1,129	\$856
One-third	\$756	\$578
One-sixth	\$478	\$362

Special advertising opportunities upon request.

- ▶ Guaranteed placement premium 10%
- ▶ NABOR® member discount 10%

ADVERTISING DEADLINES

JANUARY 2021: Space Closing 12/1/20 • Materials Due 12/9/20

APRIL 2021: Space Closing 3/3/21 • Materials Due 3/10/21

JULY 2021: Space Closing 6/2/21 • Materials Due 6/10/21

OCTOBER 2021: Space Closing 8/31/21 • Materials Due 9/10/21

FOR ADVERTISING INQUIRIES

(239) 498-8512

Ad Production

KATHLEEN HILL

(239) 498 8511 | khill@gulfshorelife.com

NABOR MAGAZINE ADVERTISING POLICY

1. All advertising in the NABOR® magazine is subject to approval by the Naples Area Board of REALTORS®. NABOR® reserves the right to reject or cancel any advertisement deemed inappropriate for the publication and refund money paid for that advertisement. Advertiser acknowledges and agrees that NABOR® reserves and has the right to reject or cancel any advertisement for any reason that NABOR® determines to be good and sufficient cause.
2. The publication of any advertisement of a product, service or education idea is not in any way to be construed as the approval, guarantee or endorsement of NABOR® or such product, service or idea, and NABOR® reserves the right to affirm such fact in the publication.
3. The word "ADVERTISEMENT" in not less than 9 point type must be carried at the top of all advertisements that carry no signature or simulate editorial materials. The advertiser will be charged for alterations and corrections.

Naples Area Board of REALTORS® 239.597.1666 nabor.com

AD SIZES

SPREAD

Bleed 16.5"x11"

Trim 16.25"x10.75"

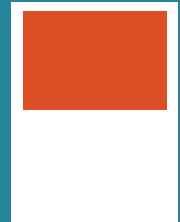
FULL PAGE

Bleed
8.375"x11"

Trim
8.125"x10.75"



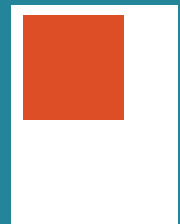
1/2 VERTICAL
4.5"x7.125"



1/2 HORIZONTAL
6.815"x4.6875"



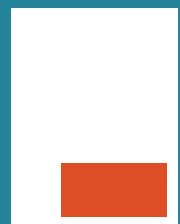
1/3 VERTICAL
2.1875"x9.5625"



1/3 SQUARE
4.5"x4.6875"



1/6 VERTICAL
2.188"x4.688"



1/6 HORIZONTAL
4.5"x2.3125"

